

# DIGITAL PHOTOGRAPHY

## GREETING CARDS PROJECT • DEMIERO

Name \_\_\_\_\_

Period \_\_\_\_\_ Due Date \_\_\_\_/\_\_\_\_/\_\_\_\_

### Greeting Cards

**Assignment:** I love getting old-school snail mail – so long as it isn't a bill. Don't you? Here's your chance to take some photos, craft a message and then create a greeting card. The possibilities are endless, so get creative! Go to my web page to check out the tutorial (thanks to that great website Photojojo). Here are the project details:

#### Essential Guidelines:

- Planning** – scope out the example photos online and sketch out your ideas. Select your subject(s) and decide on your compositions. Make any necessary arrangements since you'll need to shoot after school hours and off campus. Clear all arrangements with Mr. D and your parents.
- Tutorial** – review the project tutorial on my website – *this is critical*.
- Requirements** – you must create at least one greeting card and envelope, so be sure to read the tutorial carefully *before you begin*.
- Shoot** – use all your skill in capturing compelling images – apply everything you've learned about composition (simplicity, framing, depth of field, rule of thirds, etc.) taking into account the dimensions and shape limitations of your card, text and envelope.
- Organize & Prepare** – export your images into a new folder in iPhoto titled "Greeting Cards."
- Image Evaluation** – assess your images and choose the top six to 10 frames to work with.
- Image Correction and Manipulation** – using iPhoto and/or Photoshop, crop your photos and do any additional image correction necessary. Be sure to save your prints so that they are at least 300 DPI and proportional to 8"x6" or 6"x8" for printing.
- Print** – send your best files to print from iPhoto.
- Create** – following the tutorial, create at least one greeting card and envelope.
- Portfolio** – take a picture of your final product and print it out (*if you don't plan on actually sending the card and using the envelope, you may put them in your portfolio*). Include a brief statement of explanation that you believe to be helpful for anyone who might view your work.
- Reflect** – write a brief (about two ¶s) reflection about your assignment and place it in your portfolio just in front of your prints. What did you learn? What were some of the challenges you faced and overcame? What would you do differently in the future? What do you want others to know about that would help them better understand your photos?
- Evaluation** – submit your portfolio with this assignment sheet for evaluation and grading.
- Present** – prepare your portfolio and your feedback sheet for our gallery walk. Submit your portfolio for evaluation and grading.

**Instructor's comments:** \_\_\_\_\_

**Final grade:** \_\_\_\_\_